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Press Release

Silvano Giralдин Joins Board of Redleaf Communications



Legendary Maitre D', Silvano Giralдин, who for 37 years managed Le Gavroche on behalf of the Roux Brothers and Michel Roux Jnr, has joined the Board of media and investor relations firm Redleaf Communications as a Non Executive Director.



Commenting on his appointment, Silvano Giralдин said:

"The team at Redleaf worked with me for the last 10 years at Le Gavroche and they feel like part of my business family. The invitation to help guide their future success was one which I just could not resist. Redleaf has a hugely enthusiastic team of young people and the opportunity for me to be involved in mentoring them at an early stage in their careers is something that I value very highly."

Although he retired from full time employment at Le Gavroche in July this year, he remains a Director of the Michelin starred restaurant. He is also on the Management Board of the Academy of Culinary Arts and is Senior Consultant to the Albert Roux Consultancy where he is responsible for reviewing a wide range of activities across the Roux portfolio including all wine lists, front of house, and staff training.

Redleaf Communications operates four core business divisions: City & Financial PR, Retail Fund Manager Relations, Consumer & Lifestyle and Professional & Financial Services. The company, which was established in 2000, currently employs 45 people and has more than 100 clients, including major organisations such as: Union Bancaire Privée (UBP), Tenon Recovery, Heron International, and Gourmet Burger Kitchen.

Speaking about Silvano's appointment at Redleaf Communications, Emma Kane, founder and Chief Executive, said:

"We are truly delighted and honoured that Silvano has agreed to join the Redleaf team. He's one of the most accomplished and assured managers of people that I have ever had the pleasure of working with. His passion for people businesses and the huge skills he has amassed over the last 40 years will be invaluable to us in the continuing development of our team."

In another recent development, Redleaf this month moved its offices to enable it to continue expanding. The Agency has relocated to St John Street, EC1, from Holborn where it has been based since 2000. The Agency's new offices are over twice the size of its previous premises.

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Notes to Editors:

Silvano Giralдин is considered the godfather of the 'Art of the Table' in London and was the public face of Le Gavroche for almost forty years.

Born in 1948 in Padua, Italy, into a farming family, Silvano started his career by enrolling at the local catering college at a very early age. Set on travelling Europe to learn languages and experience life in different countries a young Silvano worked in Italy, Belgium and France until he reached London and Le Gavroche by the age of 23.

He soon climbed the ranks at Le Gavroche, starting as a waiter in 1971 and was promoted to general manager by 1975, becoming the youngest award winning restaurant manager in London at the age of 27.

Silvano has done more than anyone else to preserve and develop table service in the UK and he is a revered tutor of Maitre d'Hotels. He is the founding chairman of 'Les Artes de la Table' section of the UK branch of the Academy of Culinary Arts and created the first 'Les Artes Meilleur Ouvrier de Grande Bretagne' or M.O.G.B. for Service competition, now known as Master Craftsmen.

His protégés include the most respected Diego Masciaga and Benoit Radenne of Waterside Inn, Bray; Michael Lang of Ducasse's - Louis XV, Monte Carlo; Jean-Pierre Durantet; Jean-Claude Breton; Enzo Cassini and Dominic Corolleur.

Able to speak five languages fluently and a legendary ability to make people feel relaxed, Silvano has welcomed guests from all echelons of society from across the globe.